

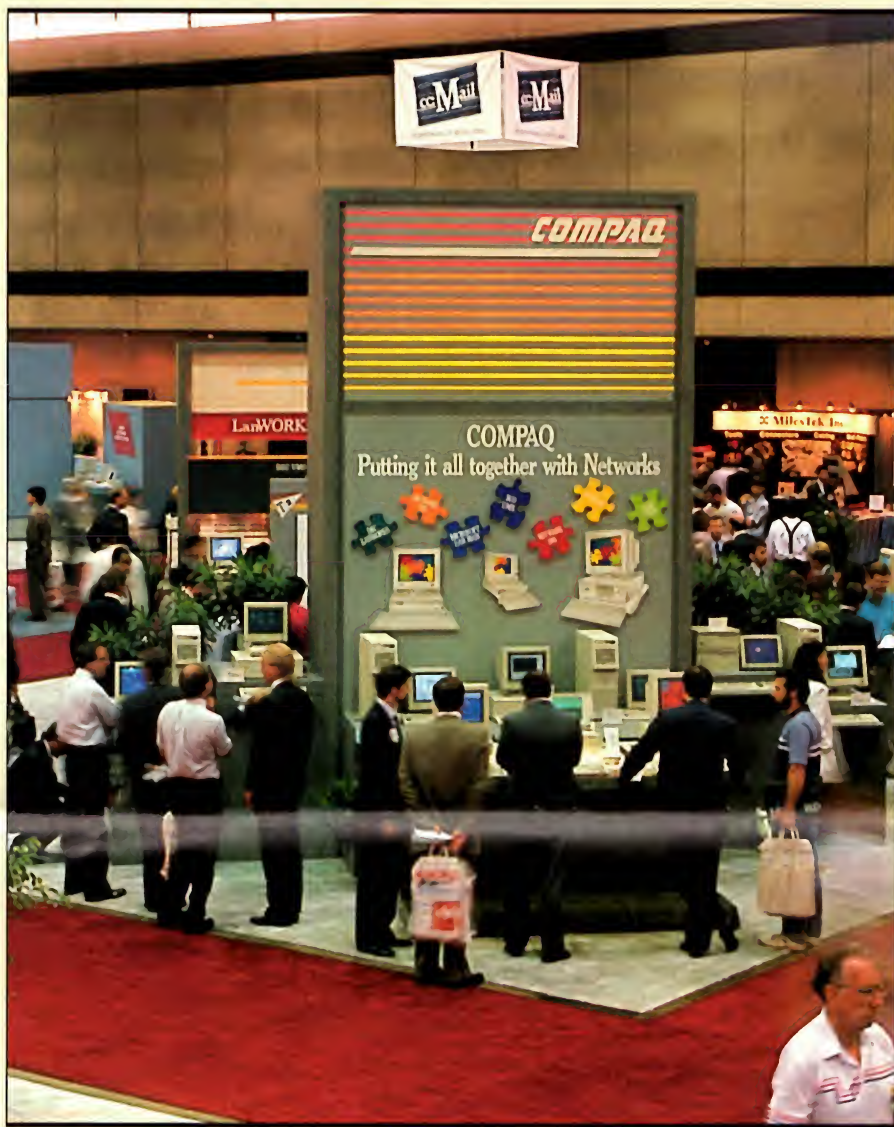
Inside & Out

OCTOBER, 1990

COMPAQ NEWS

VOLUME 8, ISSUE 10

COMPAQ helps put NetWorld together



At NetWorld, the networking trade show held in Dallas last month, visitors from all over the country had the opportunity to experience the special features of COMPAQ products that make them ideal platforms for connectivity applications.

Compaq participation in NetWorld, the computer industry's networking trade show held Sept. 11-13 in Dallas, went well beyond the company's normal trade show activities.

Although Compaq had a booth near many of its competitors and industry partners, the company's products also starred in the trade show's Local Area Network (LAN). Compaq contributed the PCs and PC systems that formed the foundation of ShowNet, a multi-vendor LAN installation that provided a conference-wide linkup of booths and the 30,000 attendees.

Lante, Inc., a Chicago-based systems integrator, chose COMPAQ products as the basis for ShowNet because of the Compaq reputation for reliability, quality and performance. Compaq provided two COMPAQ SYSTEMPRO PC systems, 13 personal computers (nine high-end PCs used as servers and four models of the COMPAQ DESKPRO 286e used as bridges and gateways), and 37 COMPAQ DESKPRO 386x PCs and COMPAQ DESKPRO 286x PCs to be used as attendee workstations.

"If it weren't for Compaq, there would have been no ShowNet," claims Cy Griffith, Marketing representative for Lante, Inc., which assembled the network. "We used many COMPAQ 386x and COMPAQ 286x personal computers in kiosks located throughout the show floor, and they definitely worked up to our expectations."

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INSIDE



Italy sails to success

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Price reductions bring more competitiveness

Price reductions across the COMPAQ desktop PC product line were recently announced. Pricing actions were taken to position the products more competitively for the upcoming fourth quarter selling season.

Suggested resale prices of the COMPAQ DESKPRO 386/25e, COMPAQ DESKPRO 386/20e, COMPAQ 386s/20, COMPAQ DESKPRO 386s, COMPAQ DESKPRO 386x and the COMPAQ DESKPRO 286x were reduced up to 20 percent. Selected memory options were reduced by an average of 25 percent.

With the reductions, Compaq offers high quality personal computers with equal or better features than its competitors at a more competitive price. The fourth quarter selling season is typically strong, and Compaq is prepared to take advantage of the sales potential.

"With these price reductions, Compaq

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RETIRING AGAIN?



Ted Papajohn, who sketched the first COMPAQ product on the back of a placemat, retired Sept. 14. This is the second time he has retired from Compaq. See story, page 2.

Ted Papajohn retires....again

Saying, "This time it's for real," Ted Papajohn retired Sept. 14, eight years after designing the first COMPAQ computer.

Papajohn drew the famous sketch of a portable computer on the back of a House of Pies placemat that played a big part in the formation of Compaq in 1982.

The industrial designer attempted to retire once before—in 1987. "I just couldn't seem to leave. I love this place and I'm really going to miss it," he explains.

This time, though, he says he's really going to retire from Compaq and move on to other adventures.

"I'm not really retiring. I still have work to do," he says. "But, I just don't want to have to work all the time. I've been working full-time since 1939 so I'm ready to slow down."

Like many Compaq employees, including the three company founders, Papajohn worked for Texas Instruments before joining Compaq. His employee number is 79, but he was a consultant from the beginning.

"He was really working for Compaq before there was a Compaq," says Steve Stewart, Papajohn's Employee Representative.

Papajohn's co-workers honored him with a reception on his last day of work at Compaq. Among those who paid tribute were founders Rod Canion, CEO, and Jim Harris, Senior Vice President.

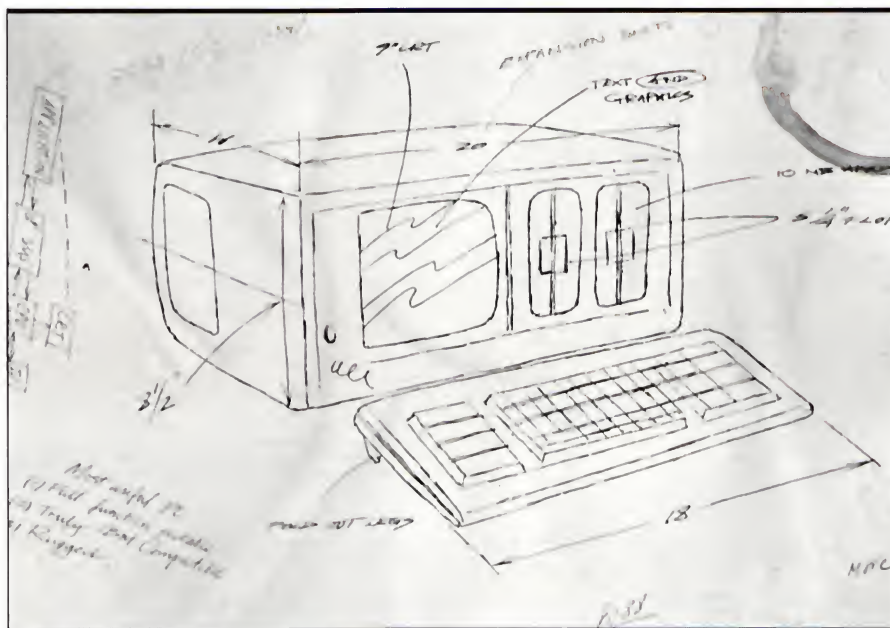
"It didn't stop with the drawing. It started there," Canion said of Papajohn's involvement with the company. "Ted's a part of the continuity of Compaq. Ted made a difference."



Compaq founder Rod Canion, CEO, presented Papajohn with an etched glass replica of the original placemat sketch.



Ted Papajohn at work.



The original sketch of the Compaq Portable was recreated for Papajohn's celebration.

Canion presented Papajohn with an etched glass replica of the original placemat sketch. The replica also contains the sentence, "You taught us how to make it simply work better."

Harris spoke of Papajohn's "magic touch" and said the COMPAQ Portable would not have succeeded if Papajohn had not designed it so well.

Wearing buttons proclaiming Sept. 14 to be "Ted Day," Papajohn's co-workers stood in long lines to get his autograph on copies of the original placemat. "He will always be part of Compaq history

and his name will be known by all new employees," explains Steve Goodrich, Papajohn's supervisor. "Ted Papajohn is one of the first names I heard when I came to Compaq six years ago."

Papajohn speaks of returning to "Yankeeland"—he hails from Chicago—and doing some design work for a couple of appliance companies. However, on his last day of work—a Friday—he said, "I'm not hiring back on here until Monday." He might be joking, but then, as he's proven before, it's hard to leave a company you love and have given so much.

Who is that masked man?

It's Doug Yauger of Compaq

The kid's heart and legs pump wildly as he charges around third base. Halfway to home plate, he senses that he can beat the baseball there.

A moment later, dirt flies as he slides triumphantly into home, an instant ahead of an outfielder's throw. Clearly safe, the kid is shocked when the home-plate umpire throws up his right thumb and bellows, "YER OUT!"

Then the ump, Doug Yauger, leans over until he's nearly nose-to-nose with the youngster and sternly tells him, "You know you're safe. I know you're safe. But I missed the call. Now I want you to get up, walk over to your dugout and not argue with me in front of this big crowd." The youngster complies without protest.

Every good umpire—professionals as well as part-timers such as Yauger, Manager, Sales Requirements, for Compaq—admits a call is sometimes blown. Yauger erred when he ruled that young man out. But occasional mistakes are part of wearing the mask and chest protector. In Yauger's 22-year career as a Little League umpire, bad calls have been heavily outweighed by good ones.

One recent assignment proves it. Yauger was one of 10 umpires selected from around the world to umpire this year's Little League World Series in Williamsport, Pennsylvania.

Yauger umpired at home plate when Taiwan and Canada played for the championship among the four teams from outside the United States. When Taiwan won and went against one of four U.S. teams for the World Series Championship, Yauger called third base.

Yauger, who works in the Executive Briefing area at Houston's CCA6, says it's easy to tell the time of year by looking in his car's trunk. From September through the winter months, it's filled with hunting equipment. Weeks before baseball season begins each spring, he



Umpire Doug Yauger prepares to make a call at Little League World Series.

replaces hunting gear with umpire's paraphernalia.

And to think it all started because he wasn't in town to coach when his two sons were growing up.

More than 20 years ago, when his sons were young, Yauger's job kept him on the road Monday through Friday. Unable to coach or manage, he asked how he could help when he returned to town each weekend. Encouraged to umpire, he accepted the offer. A career was born.

Today, he's Supervisor of Umpires for Texas Little League in the Senior and Big League divisions. He still travels

around the state on Saturdays before Little League season—giving instruction, answering questions, helping form leagues. All of it without compensation.

"None of us is paid for umpiring, and that's the way it should be," he declares.

There was no compensation for his trip to Williamsport in August, when four U.S. teams as well as teams from Canada, Mexico, Germany and eventual-champion Taiwan became the eight finalists. Yauger and his wife had to pay air fare and hotel costs, plus some meal expenses.

"It was worth it," he says, grinning with satisfaction. "An umpire will have a chance to do regional championships. But you will be invited to call the Little League World Series only one time."

Yauger can look back with satisfaction at the thousands of hours he has donated to young people. But there's pain in looking back, too. Several years after his two sons had moved on beyond Little League, one was stricken with terminal cancer.

"Little League umpiring isn't a crutch," Yauger says. "I don't keep doing it because it helps me deal with losing a son. Umpiring hasn't been as important to me as strong faith."

"Both my sons had long since finished with Little League—and I was the only little boy in the family—when we experienced the cancer. Now I continue to umpire because I enjoy it. We work long hours at Compaq, but during the week, I sometimes get away in time to umpire an 8 p.m. game."

Once a game starts, Yauger is unlikely to face a situation he hasn't seen. On more than one occasion when he has hurriedly changed to umpiring garb in his car or a public men's room, then rushed on the field to start a game,

he has heard this question from the first batter: "Mr. Umpire, aren't you going to wear your mask tonight?" When he retrieves a mask from his trunk, the game starts.

Yauger also claims that most umpires concentrate so hard on the job, they shut out almost everything else. Several years ago, he called the first pitch a strike on a batter he had not observed closely. Of course, he recognized the batter when the young man turned to him and said, "Aw, come on, Dad. The pitch was high."

Yauger has called games for so many years that several players he has umpired, including Cy Young Award winner Roger Clemens of the Boston Red Sox, have gone on to the major leagues. Yauger is also pleased that many children whose families don't have \$20 for a registration fee are signed up at no cost.

Yauger is excited about the entire Little League program, with one exception. He has problems with parents who forget how to behave. He's especially unhappy with the parent who doesn't help in coaching, field maintenance, umpiring or other area, but comes to games and criticizes.

When he hears a parent shout something offensive to his or her child, like, "Can't you do anything but strike out?", Yauger will halt the game and confront the parent. He will insist the parent act properly or leave the park.

"More parents need to forego their golf games, yard work or whatever else they do on Saturday that keeps them away from their children's activities," Yauger says. "They need to be around what their kids are doing."

"When I started in Little League, I was traveling 250,000 miles a year. I was away during the week, but I made sure I was there on weekends."

VISIBILITY



A MicroAge store in El Segundo, CA recently put up this billboard near Los Angeles International Airport, giving Compaq, the COMPAQ SYSTEMPRO and MicroAge great visibility to the many travellers to and from Los Angeles. This is the second Compaq billboard MicroAge has erected in the area. According to MicroAge officials, the billboards are drawing much attention.

NetWorld put together with company's help

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"The COMPAQ products were a breeze to work on, which was important since I'm not tremendously technical," adds Griffith. "Installing the networking cards was easy."

ShowNet used two COMPAQ SYSTEMPRO personal computer systems to serve a network of personal computers from a variety of vendors throughout the Dallas Convention Center, and at remote sites, during the show's three days. Although a cable break delayed the start-up of the network, Griffith says that all attendee services were working by the end of the first day.

Attendee services available at the NetWorld kiosks included:

- **Electronic mail.** Using several vendors' e-mail programs, individual attendees and exhibitors could communicate among themselves and request product information from exhibitors on the system.

- **Discussion forums.** By using group communication and interactive software provided by Lotus Notes, attendees were able to participate in on-line, bulletin board-style discussions about products, industry trends and the like. "The only way we could get Lotus to agree to using Lotus Notes at NetWorld was if we would use COMPAQ SYSTEMPRO PC systems as the servers," explained Griffith.

- **Product locator.** To provide vendor locations and information about products at the show, MapInfo, a popular



PCs in the trade show kiosks. In fact, he noticed the longest lines were of participants waiting to use the COMPAQ PCs.

During the three-day show, many Compaq people demonstrated and discussed the networking features of COMPAQ products with attendees. To demonstrate multivendor compatibility, Lotus, Microsoft and DEC all ran LAN connections to the COMPAQ booth.



In an interconnectivity demonstration at the Compaq booth, several connected servers were set up for file transfer and electronic mail between systems and linked through TCP/IP communications interfaces. They included: one COMPAQ SYSTEMPRO with dual 486/33 processors, two COMPAQ SYSTEMPRO PC systems with dual 386/33 processors, a DEC MicroVAX 2000, a COMPAQ

DESKPRO 486/33L and COMPAQ DESKPRO 386/33L. The systems ran Novell NetWare 386 and 286, Microsoft LAN Manager 2.0, 3COM LAN Manager, Banyan VINES SMP (the recently announced symmetric multi-processing version), DEC LanWORKS and Santa Cruz Operations's SCO UNIX System v/386 with MPX. Five other networks were running in other display areas within the booth.



desktop mapping program, was used. Attendees could access an overview of the conference floors, which helped them locate vendors as well as specific products.

By the second day of the show, Lante's Griffith noted that attendees were making full use of the mail and communications capabilities of the networked

Some lucky trade show attendees walked away with COMPAQ products. Two COMPAQ 386x personal computers with accompanying COMPAQ Video Graphics Color Monitors were given away each day of the show. And Compaq worked with Microsoft to supply the NetWorld Open Golf Tournament grand prize—a COMPAQ SYSTEMPRO.



Fire brigade formed on main campus

Beginning in October, the company's main campus in Houston will be protected by the newly formed Compaq Fire Brigade.

Composed of 13 volunteer employees, with Herb Zieschang, Corporate Safety Representative, as Fire Chief, the Brigade is equipped and trained to respond to virtually any fire emergency. The Brigade will work with the two local volunteer fire departments that serve the Compaq main campus area—Cypress Creek VFD and Klein VFD—to protect lives and property.

The Brigade was formed this year because of a concern that the local volunteer fire departments were understaffed during daytime work hours. In fact, many of the volunteers work for Compaq. If a fire were to start on the main campus during the day, the Compaq Fire Brigade will be able to respond quickly to extinguish the fire or contain it until additional personnel and equipment from the local volunteer departments arrive.

Over a year ago, a team began examining the need for Compaq to have fire-fighting resources.

"We took a slow, thoughtful approach," Zieschang says. "We wanted to be sure we were doing the right thing and that Compaq needed this."

"Our main objective is quick attack. Our first priority is personal safety," Zieschang continues. "We are trained and equipped to handle practically any fire that may occur on our main campus. At the very least, we could contain it until the fire departments arrive with more equipment and fire fighters."

The Brigade's 13 members were all recruited because of previous training and experience in fire fighting. Most are current or past members of volunteer departments. Others had fire fighting experience in industry or in the military.

The group recently returned from a week-long fire fighting training school held at Texas A&M University in College Station, near Houston. Over 5,000 Texas fire fighters attend this training annually. While there, the Brigade received class-



The new Compaq Fire Brigade is equipped to tackle virtually any fire emergency.

room training and was also put through various drills, including fighting numerous live fires.

Each Brigade member will be sent to the university or other similar training yearly and will also receive local training monthly.

The company has purchased an equipment truck, fire fighting equipment and a new communications system for the Brigade. The group will use the company's fixed systems to supply water, such as standpipes located in stairwells. This eliminates the need for a pumper truck.

Zieschang says Compaq has had to call a volunteer fire department several times, but has never sustained serious fire loss. This he attributes to the company's excellent fire protection systems—fire alarms, sprinkler systems and more.

"With the addition of the Brigade, Compaq facilities and people have the best fire protection possible," Zieschang says.

Successful Swedish event in classic western style

The Compaq Ranch had nearly everything you might expect from a classic Wild West Ranch. Saloons, horses, country and western music, square dancing and barbecue helped entertain the cowhands. In fact, the most unusual thing about this ranch was its location—Stockholm, Sweden.

Compaq Computer AB in Stockholm built its own Wild West Ranch for this unique major account event. About 600 would-be cowboys and cowgirls donned cowboy hats and bandanas provided at the June 18 event. Guests included representatives of Swedish major accounts, dealers and journalists. Each guest was given some gun cartridges—the designated currency for the day—which could be used in the saloons or casinos.

"This was a dream come true," says John-Olof Ingvarsson, Marketing Director for Compaq Computer AB. "We have talked about this idea ever since we launched the Swedish subsidiary in late 1987. Now that we have the strength and market position, this was a great way to communicate Compaq—the company and its products."

The Compaq Ranch illustrates the rapid growth the company has maintained in Sweden. Such an event would have been impossible to produce a year or two earlier. But the Wild West event was fitting for Compaq Sweden, which has established itself as one of the major players in the Swedish PC market.

Two brand-new COMPAQ products were spotlighted at the event: the COMPAQ DESKPRO 386s/20 and the COMPAQ SLT 386s/20. Participants in the event were particularly interested in the COMPAQ SLT products, because, according to Ingvarsson, "the demand for COMPAQ laptops is very strong."

The complete range of COMPAQ products—including the new 20 MHz, 386SX-based models—were displayed in large circus-sized tents. All the products were draped with horse blankets, which were removed one by one throughout the hour-long presentation.

The event continued long after the campfire faded, giving participants first-hand knowledge of the company's roots and its direction for the future.



Compaq Sweden Marketing Manager John Ingvarsson demonstrates his form in mounting his faithful steed at the recent Swedish Major Account event.

Compaq captures all three award categories

Compaq has captured top honors in all three categories in the *PC World Magazine* World Class Awards.

The COMPAQ DESKPRO 386/33 won first place in the desktop category; the COMPAQ PORTABLE 386 came out on top in the transportable category; and the

COMPAQ LTE/286 placed first in the laptop category.

The winners were selected by *PC World* readers between March and July 1990. The winning COMPAQ products are featured in the magazine's October issue.

Correction

In the August issue of *Inside & Out*, Ted Bynum, Communication Technician 3, was incorrectly identified as Rod Timmons in the photo caption accompanying the story titled "COMPAQ SYSTEMPRO computers dramatically improve network performance in manufacturing."

Company's portable warranty a heavyweight in the industry

COMPAQ personnel—as well as users around the world—have an important companion that travels with each of the company's portable products. It's a worldwide warranty that covers every portable, laptop or notebook system for one year.

The warranty is in effect even if the worldwide warranty card that comes with each portable product is left behind.

Some manufacturers of portables put strict limits on a warranty. For instance, a customer can buy a portable product in the U.S. and find the warranty not valid

in any other country. Compaq backs up its portable products with Authorized Dealers in 67 nations. And it makes no difference where the system is purchased.

Compaq also does not require payment by the user for repair or replacement, a requirement of some warranties.

Compaq has programs around the world that deliver prompt, efficient service and support when needed. In North America, for instance, the Cross Ship program assures a user of getting the part in one day if the Authorized Dealer is out of stock.

Company commercials now closed captioned

All U.S. Compaq television commercials are being closed captioned for the hearing impaired. This policy began in September with the new campaign featuring three 30-second commercials on networking, desktops and laptops.

The National Captioning Institute in New York does all closed captioning of television programs and commercials in the U.S. Subscribers purchase special television adaptors that decode closed captions, which are displayed at the bottom of the screen similarly to subtitles. Homes without adaptors receive uncaptioned programming and commercials.

According to the National Captioning Institute, 1 million U.S. homes have closed captioning decoders. No demographic details are available, but the association reports that in addition to hearing impaired viewers, buyers of the adaptors are also people learning English as a second language.

Over 130 hours of weekly television programming are closed captioned, covering all prime time shows. The institute reports that 60 to 70 percent of all advertisers are close captioning their commercials, including IBM, American Express, Kellogg's, Nabisco and Mars M&M.

COMPAQ PC helps skiers plow down Scottish slopes

In their often perilous forays down treacherously icy slopes, skiers rarely have time to stop and contemplate the mechanics of trail design and snow retention. So skiers at the Cairngorm Skiing Area of Scotland might be surprised to learn that mechanical design, mapping and environmental study work at this resort are performed on a COMPAQ DESKPRO 386s.

For years, modifications to chair lifts and ski tows, slopes and service routes at Cairngorm, an 844-hectare (2085-acre) ski resort in northeast central Scotland, had been painstakingly done by engineers at drawing boards. Little permanent information about the resort had been recorded.

The system is particularly suited for snow management issues...

In an effort to update this process, Tim Whittome, the company's customer services manager, decided to use a computer-aided design program, and purchased AutoCAD software.

To run the software, Whittome turned to Academy, a Glasgow-based company that specifically markets and supports AutoCAD on COMPAQ PCs. The Authorized Dealer customized menu layouts and AutoCAD routines so Cairngorm draftsmen could produce usable drawings quickly.

In choosing the PC hardware for the application, reliability was a critical requirement. The ski resort was remote, and even a few days of downtime could mean significant revenue lost during prime ski season.

"We wanted a 386-based PC," claims

The ski resort was remote, and even a few days of downtime could mean significant revenue lost during prime ski season.

Whittome. "Speed of production of drawings was not essential, but reliability was, so we went for a 40-MB COMPAQ DESKPRO 386s. Compaq has a very good name. My philosophy is that you go for a well-supported and reliable machine. We haven't had any hardware problems at all."

Fitted with a COMPAQ tape drive to back up large AutoCAD files, the COMPAQ DESKPRO 386s is also equipped with such software as Lotus Symphony, Ashton Tate's Dbase III and Micropro's Wordstar Express for office automation.

...reliability was a critical requirement.

The system is particularly suited for snow management issues—a major

concern at Cairngorm. Snowfalls at Cairngorm are less bountiful than those typically experienced by ski resorts in continental Europe, making it necessary to make the most of natural snowfall.

Cairngorm uses five-foot-high snow fences to "catch" snow that can be spread by small bulldozers across the slopes. Details on all the 40 kilometers (24.8 miles) of snow fencing are fed into AutoCAD to monitor the condition of the fences. With the PC, the resort's engineers can keep up with fence replacement needs and plan new fences, if necessary.

The PC has not merely proven itself effective at snow management. It is useful year-round.

...Cairngorm engineers are planning racecourse improvements and ski tow extensions, as well as producing environmental impact studies.

"The uses we are putting AutoCAD to have increased, as we anticipated they might," explains Whittome. "Our main use is mapping. We can now use maps created under AutoCAD for many different purposes."

By using layers of improvements cre-

ated on AutoCAD, Cairngorm engineers are planning racecourse improvements and ski tow extensions, as well as producing environmental impact studies.

The effect of any planned changes

...modifications to chair lifts and ski tows, slopes and service routes at Cairngorm, had been painstakingly done by engineers at drawing boards.

on the environment has been a growing concern over the past decade. A proposed expansion of Cairngorm has met with substantial disapproval from local groups, who fear that further development would harm local wildlife and destroy the scenic virtues of this unspoiled section of Scotland.

Together with environmental consultants in Glasgow who also use COMPAQ PCs and AutoCAD software, Cairngorm engineers are attempting to demonstrate that development can be "hidden" in natural hollows.

Although the issue has not yet been resolved, Whittome and general manager Tom Paul hope that COMPAQ PC-generated studies will help them demonstrate their dedication to the environment while maintaining Cairngorm's popularity as a ski resort for years to come.

OOOOPS!



The editors of *Inside & Out* must have broken their compass. Either that or they proofread the September issue standing on their heads. These are the only explanations possible for the fact that the map of Denmark, that appeared on page 7 of the publication, was printed upside down. This is the way Denmark *really* appears on a map. In addition, the subsidiary was launched in May 1989, not 1988 as stated in the article.

Competitiveness produces more price reductions

continued from page 1

is well positioned to take advantage of the fourth quarter market growth and the accelerated movement to 386- and 386SX-based PCs," said Mike Swavely, President, North America. "The combination of a full product family and new aggressive pricing represents Compaq commitment to leadership in this market segment."

According to Storeboard, Inc. data, the number of 80386-based units sold through the dealer channel in the U.S. in the second quarter grew 24 percent compared to the same period last year. Data shows the number of 386SX-based units sold through the U.S. dealer channel in the second quarter grew 442 percent compared to the same period last year.

i n t e r n a t i o n a l F O C U S



Compaq Italy—Fine-tuning the success

In a country noted for design excellence and an appreciation for beauty, COMPAQ products would seem to have a natural place. So it was hardly surprising that Italy was chosen as the country for the company's sixth wholly owned subsidiary, Compaq Computer S.P.A., in 1986.

Compaq Italy took center stage as one of the leaders in the Italian PC business market at an announcement ceremony in Milan attended by more than 100 journalists and representatives of major accounts. Since then, the history of Compaq Italy has been highlighted by a series of successes.

By the end of 1987, 23 people were working at Compaq Italy, which had 70 Authorized Dealers. Revenue for that first year was \$19 million. By the end of 1988, sales grew to \$45 million. The number of employees rose to 36 and the number of Authorized Dealers increased to 135. As a result of this growth, Compaq Italy enlarged its second office in Rome to better serve the southern Italian region.

After dinner, everybody went dancing at the most famous disco in Milan.

The sporting life

1990 began as a good year for sports competition in Italy. While the country was preparing for the Italia '90 football (which Americans would call soccer) world championship, Compaq Italy and Compaq Germany organized a replay of the historic final match of the Spanish world championship in 1982, with a two-tournament match played in Milan and Munich. The event was so successful that it will probably be repeated next year, and Compaq Italy is eager to take on other subsidiary teams.

Using the Compaq logo to sponsor sports competitions appeals to Italian Authorized Dealers as an opportunity to promote their companies and the Compaq image. By following this strategy, two of the most exciting sports sponsorships in recent Compaq history were implemented by two Italian Authorized Dealers, through SALESPAQ support.



The race car sponsored by Compaq and Autodesk sped to victory in the Formula Alfa-Boxer championship.

a major TV network in South Europe. The Compaq logo was highly visible on the car.

Not as lucky was the sailboat sponsored by Compaq in the main regatta of the 1990 sailing season—although the Compaq logo was still highly visible on the huge sail. It encountered a calm, although Compaq Italy is hoping for better winds in the future!

Professional development

Not only does 1990 appear to be a successful year in sports for Compaq Italy, but it has also been a very important period professionally. The subsidiary has made great strides in establishing its expertise in the business computer market. In May 1990, more than 500 Major Accounts participated in the Eighth Compaq Executive Briefing. The topic: Client-Server Architecture.

As usual, Compaq invited a few of its third-party business partners to delve into the subject and explain their experiences to the audience. At this Executive Briefing, speakers included international managers from Novell, Borland and

Oracle. For the first time, a select group of journalists was invited to attend the executive briefing and take part in the press conference that followed.

The event evoked favorable press coverage in the country's main weekly and monthly trade magazines.

Major Accounts in Italy have a high level of satisfaction with Compaq and its Authorized Dealers. To thank Italian Authorized Dealers for their hard work over the last four years, and to make them aware of the company's future commercial and marketing strategy, Compaq Computer S.P.A. recently organized a Dealer Convention in Stresa, a beautiful town on Lake Maggiore north of Milan. Special guest speakers at the meeting included Gian Carlo Bisone, Vice President of Marketing at Compaq Europe and International, and Bernard Auer, Managing Director of Compaq General Business Group.

More than 130 dealers attended the two-day convention and enjoyed a gala dinner enlivened by a cabaret show.



Members of the triumphant Italian soccer team savor their victory over their Compaq colleagues from Germany.

In 1989, sales grew to \$79 million, employees to 70 and Authorized Dealers to 150. In the same year, Italian business magazines *Il Mondo* and *PC Magazine Italia* awarded COMPAQ products seven of their well-respected Information Technology prizes at a ceremony attended by more than 200 journalists.

Achieving recognition

Such recognition confirmed the company's place in the Italian business PC market. Compaq ended 1989 achieving the Number 3 position in the business PC market behind IBM and Olivetti. Also, 1989 marked the first year Compaq annual revenue exceeded 100 billion lira (approximately \$79 million). What a way to enter 1990!

Significant revenue growth and the subsidiary's fourth birthday provided good reasons for celebration, so a gala party was organized in May at the Executive Hotel in Milan. Throughout the festivities, high points of the subsidiary's history were recalled.

Victory greeted the race car sponsored by Compaq and Autodesk in the Formula Alfa-Boxer championship. The event was broadcast by Tele Monte Carlo,

COUNTRY PROFILE	
Name:	Italy
Population:	57,220,000
Language:	Italian
Capital:	Rome
SUBSIDIARY PROFILE	
Name:	Compaq Computer S.P.A.
Head Office:	Milano Fiori Strada 7, Pal. R 20089 Rozzano Milan
Established:	1986
Number of Employees:	70
Number of Dealers:	150



Calm winds couldn't propel this sailboat sponsored by Compaq to a victory in the main regatta of the 1990 sailing season—a tour around Italy.



Compaq hosts dealers, major accounts at U.S. Open

During the U.S. Open, held Aug. 26 through Sept. 10, key major accounts and New York-area Authorized Dealers were treated to Compaq hospitality at the Compaq Grand Slam Cup Pavilion.

Compaq acquired the right to host VIP entertainment at all four Grand Slam events—the Australian Open, the French Open, Wimbledon and the U.S. Open—with its title sponsorship of the Grand

Slam Cup to be held in Munich in December.

The Compaq Grand Slam Cup will bring together the world's top 16 male tennis players in Munich, West Germany, Dec. 11-16.

Players participating in the Compaq Grand Slam Cup will be invited based on their performances in the world's premier tennis events.

And the winners are...

Thanks to everyone who sent in their response cards from the August *Inside & Out*. The five winners of the drawing of response cards are: Ray Blanco, Compaq Center Distribution; Trish Kelly, CCA7; Debbie Pappas, CCA1; Kathy Pierce, Denver office; and Laura

Tibodeau, CCM6.

These lucky winners chose between a Compaq 24-pack drink and food cooler bag or a sports bag. Congratulations and thanks for entering!

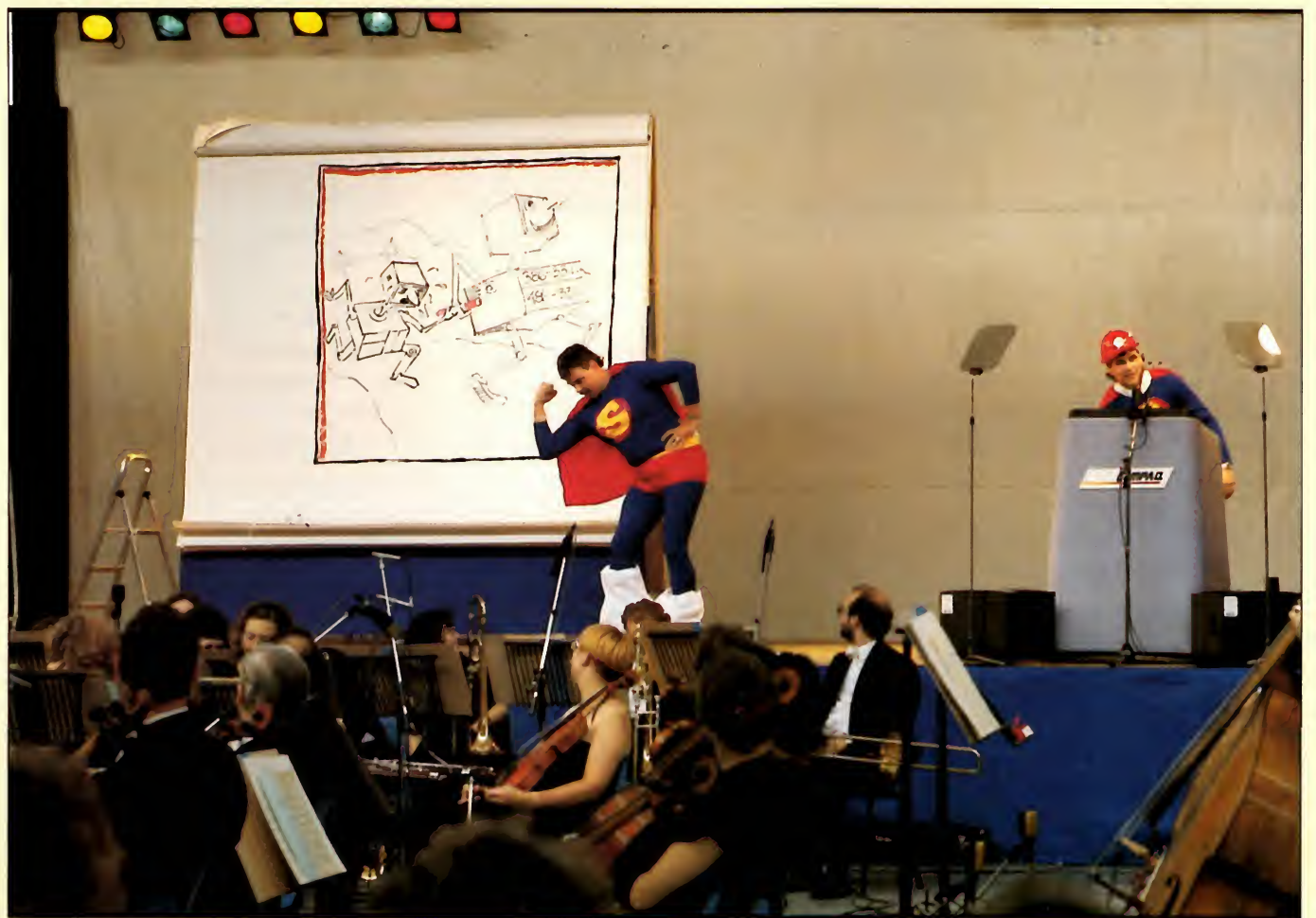
Don't forget to send in your card from this month's issue!



Scottish company meeting

The quarterly company meeting for employees of Compaq Scotland took place on July 25 in Phase III of the Erskine facility, which is nearing completion. Personifying the power of the newly announced COMPAQ DESKPRO 486/33L and COMPAQ DESKPRO 386/33L were "supermen" Alan Burrows, Engineering Manager, and Steve McLellan, Program Manager for the products.

A local art teacher helped provide caricatures on the nine-foot-by-nine-foot flip chart, while an orchestra drawn from various orchestras in the vicinity of Erskine (as well as from the Scottish National Orchestra) accompanied an opera singer, to provide musical interludes.



Supermen Alan Burrows and Steve McLellan of Compaq Scotland helped demonstrate the power and performance of recently announced COMPAQ products.

COMPAQ

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